

Angela Ellingson
Cookie Lee Jewelry

June 16, 2006

Federal Trade Commission/Office of the Secretary, Room H-135 (Annex W)
Re: Business Opportunity Rule, R511993
600 Pennsylvania Avenue, NW
Washington, DC 20580

Dear Sir or Madam,

I am an independent consultant for Cookie Lee Jewelry. I am concerned about the proposed Business Opportunity Rule R511993. I believe the way the rule is currently written could prevent me from continuing as a consultant for Cookie Lee Jewelry. I have been selling Cookie Lee jewelry since October of 2005. I am a widow, living on my own and depend on my business to support myself. Having my own business has allowed me to grow as an individual and realize the potential within myself.

I am particularly concerned about the seven day waiting period to enroll new consultants. Cookie Lee's start up costs are only \$334 to \$642. Every day people buy things such as cars, electronics and other things that cost much more than that and they don't have to wait seven days to make those purchases. In my opinion, this required waiting period will give people the impression that they should be skeptical and that there may be something wrong with the plan. Since Cookie Lee has a 90% buy back policy for all products, including sales kits, purchased by a consultant in the last 12 months, I think the seven day waiting period is unnecessary. Under this waiting period requirement, I will have to keep very detailed records when I first speak to someone about Cookie Lee and then I will have to send in many reports to Cookie Lee headquarters. All of this will cause unnecessary delays and only serve to discourage potential future customers and consultants.

This proposed rule also requires that we release any and all information regarding any lawsuits involving unfair or deceptive practices, even if the company was found innocent. I don't think I should have to disclose lawsuit information unless Cookie Lee has been found guilty. Releasing this information puts the company and me at an unfair advantage even though Cookie Lee has done **nothing** wrong.

The proposed also requires that I disclose at least 10 prior purchasers nearest to the prospective purchaser. I don't think people would appreciate my giving their personal information to strangers. I know I wouldn't want my information given out. It would also be difficult for me to get this information since other consultants sign people up every day. I would have to contact company headquarters and then wait for them to give me a list of the last 10 sign ups. This would also require verbiage telling new signs up that their personal information may be disclosed in the future to other new consultants. People are

very concerned about identity theft and their privacy and this will discourage people from signing up.

I can appreciate the work of the FTC to protect consumers, but I believe this proposed rule has many flaws and that there must be another way to achieve the FTC's goals.

I appreciate you considering my comments.

Yours truly,

Angela Ellingson
Independent Senior Jewelry Consultant
Cookie Lee Jewelry